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Portable Lighting at Its Best

MIDCO the PERFECTLITE

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THE CUSTOM QUALITY LINE

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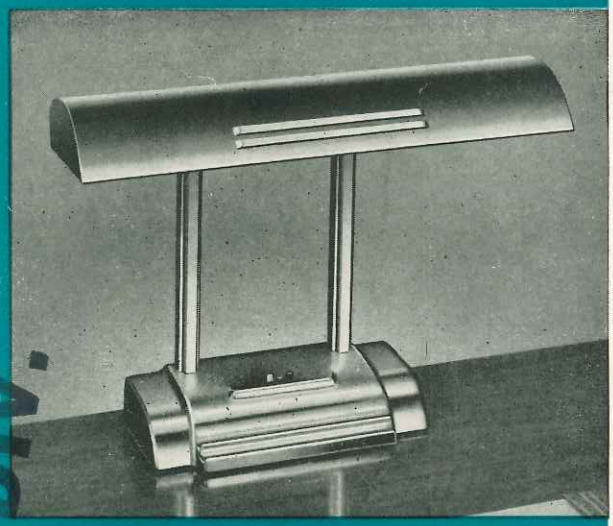
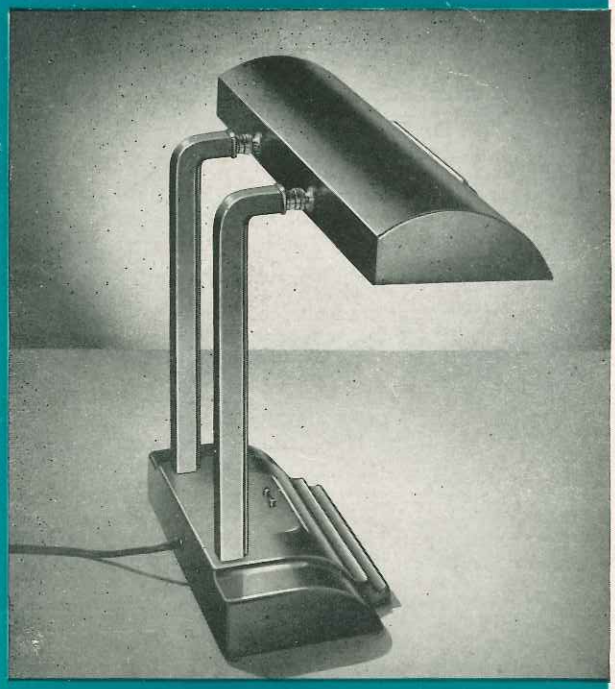


1942 Series

MIDCO the Perfectlite
FLUORESCENT DESK LAMP

For sheer beauty, lighting efficiency and wide choice of most attractive finishes—the MIDCO line is supreme.



A Beautiful Lamp From Any Angle

Its graceful lines and perfect balance blend harmoniously into a single unit of simple beauty

SPECIFICATIONS
Midco Portable Desk Lamp

Height Over-all . . . . . 14¾″
Height to bottom of shade . . . . . 12½″
Shade — Adjustable . . . . 18⅛x5⅜x2⅛″
Dual Reflectors—MIDCO'S exclusive light control principal
Base — Heavy cast metal . . . . 10¾x5¾x2⅛″

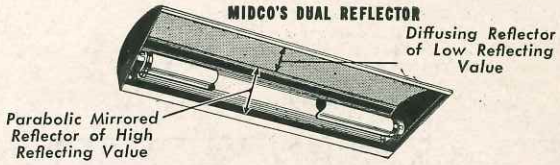
Manual Switch for Instant Starting.
Ballast — Normal — Power-Factor.
Designed for One T-8 15 Watt Mazda F fluorescent tube.
Finish—Nine distinctive color combinations in Baked Enamel and Electro-plate.
Cord—8 ft. Rubber Covered.
All Electrical Parts Underwriter Approved.
Shipping Weight, Approximately 13 lbs.

All Models wired for 110-120 volt 60 cycle Alternating Current but will operate satisfactorily on Direct Current when used with a D.C. Conversion Resistor.

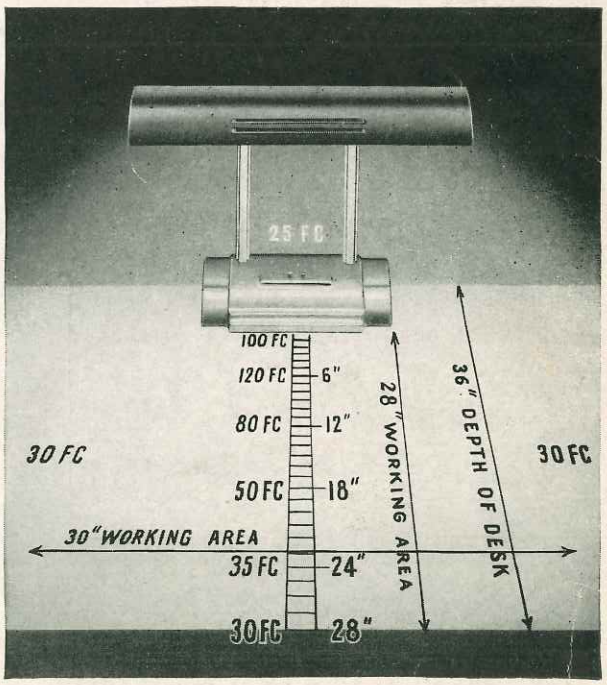
Can be furnished for 50 cycle Alternating Current and/or High-Power Factor corrected at additional List.

All MIDCO models are identical in mechanical design and specifications, insuring the same lighting efficiency regardless of price or finish.

QUALITY—In materials, construction, workmanship, finish, durability and operation, MIDCO the Perfectlite represents the highest standard of excellence—money cannot buy better.


MIDCO'S DUAL REFLECTOR
Diffusing Reflector of Low Reflecting Value
Parabolic Mirrored Reflector of High Reflecting Value

EXCLUSIVE! . . . This Scientific MIDCO light-distributing principle is the distinguishing feature of all MIDCO, the Perfectlite Models.



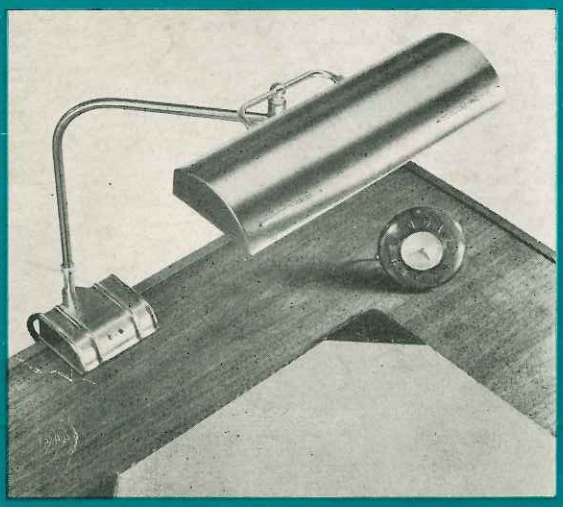
Study this photograph illustrating MIDCO's efficient distribution of the fluorescent quality rays over a large working area. Note the uniformly higher intensities obtained in the actual working zone. Compare MIDCO's measured light with chart on back page showing I. E. S. recommendation of light intensities for various office tasks.

A New "High" in Cool, Soft, Nature-Quality Lighting

MIDCO CLAMP-ON MODELS

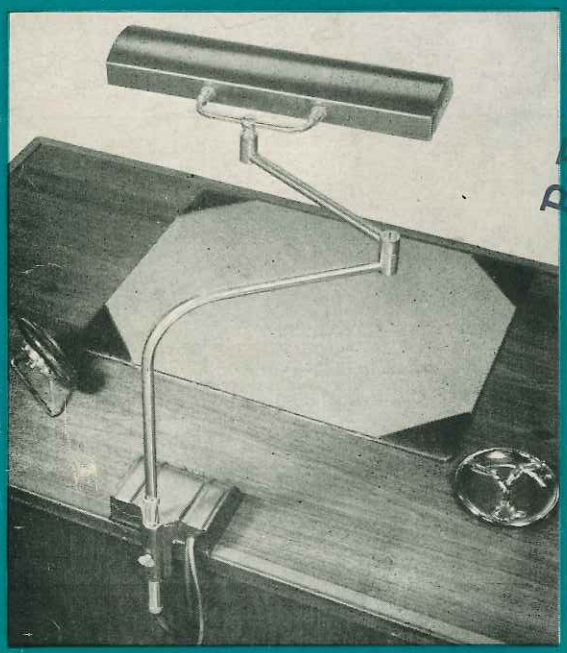
The *Ultimate* in Efficient, Portable Lighting

40 to 80 Foot Candles of light, or less, as required. Fully adjustable—affording complete control and direction of light.



Model 1005 — Specifications

Horizontal over-all extension, 20"
Vertical extension—lowered position 15½"; raised position 19½"
Vertical and horizontal adjustment, with single extension arm, double swing.
Shade adjustable up and down.



Model 1006 — Specifications

Horizontal over-all extension, 30"
Vertical extension—lowered position 16½"; raised position 20½"
Vertical and horizontal adjustment, with double extension arms, triple swing.
Shade adjustable up and down.

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MIDCO the PERFECTLITE

THE CUSTOM QUALITY LINE

MIDCO the Perfectlite Clamp-on models are fully adjustable and have all the exclusive features of the portable desk lamp PLUS the advantage of complete control and direction of the light.

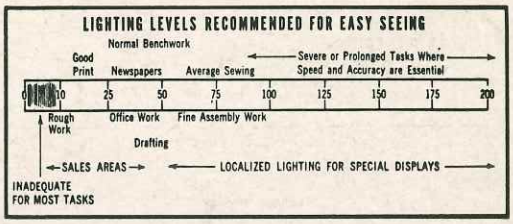
The correct levels of fine quality light for every office task can be obtained through this control, insuring the best possible light for comfortable seeing.

MIDCO the Perfectlite's combination base-clamp, housing the electrical parts, is a heavy casting providing the strength needed at the point subject to the greatest strain, and adds to the stability, balance and general attractiveness of the lamp. This mechanical feature is exclusive with MIDCO.

In design, MIDCO the Perfectlite Clamp-on models combine the practical in mechanical application, lighting efficiency, with contemporary styling for good appearance.*

*Recommended as an ideal lighting unit for executives, professional men, architects, artists, draftsmen, secretaries and merchandise experts with whom color-true illumination is vital.

Good Light is a Necessity



The Illuminating Engineering Society and lighting authorities in general recommend an average of FIFTY foot candles of good quality light for comfortable seeing. The chart reproduced above is one that is used on standard light meters and shows the amount of light—measured in foot candles—that these authorities recommend for specific tasks.

The cool, low-brightness fluorescent lamp is, without question the most efficient light source available today, if we consider only the number of lumens emitted per watt, but we should not forget that the purpose of a lighting unit is not only to produce light, but the BEST POSSIBLE SEEING CONDITIONS for the task at hand, with the minimum of operating and maintenance expense. UNLESS THESE DESIRABLE "SEEING CONDITIONS" are produced, no lighting unit can be described as efficient.

The Mazda F fluorescent lamp has given us a new standard in quality and quantity of light, and MIDCO the Perfectlite's principle of light control has preserved this quality and made possible an economical source for the most efficient and comfortable seeing conditions.

Midwest Naturlite Company
440 North Wells Street
Chicago, Ill., U.S.A.

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